

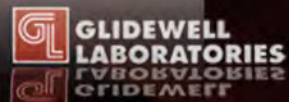
# Exhibit 67

# Why do Labs choose BruxZir Solid Zirconia?



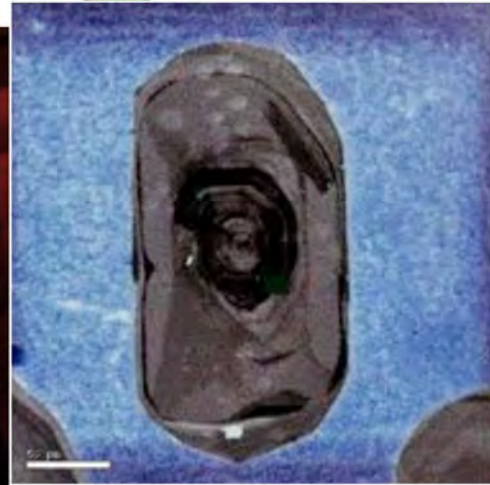
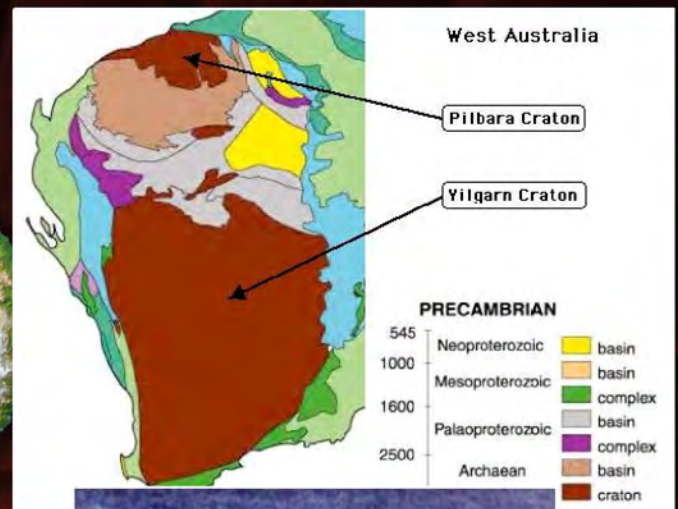
**Robin Carden**  
Senior Director of Research  
& Development







# It All Starts in Western Australia



3

3

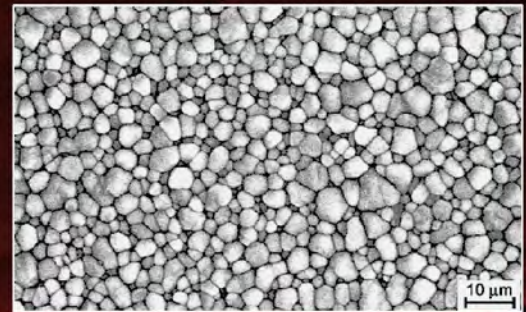
# BruxZir: From Beach to Mouth



**Zircon Raw  
Material**



**Powder Processing**



**Sintering Final  
Shape**





# What are the advantages of BruxZir Zirconia over other materials?

- Flexural Strength ( up to 1510 Mpa )
- Fracture Toughness (K1C value)
- Translucency / Opaque color
- Coefficient Of Thermal Expansion (CTE)
- Ability to produce a monolithic restoration “BruxZir”



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## Why Use Zirconia Ceramic for a Restoration ?

- Flexural strength of zirconia restorations range from 900 to 1400 MPa.
- Conventional and pressed ceramics range from 70 to 120 MPa.
- Metals and alloys cannot compete with the esthetics of Zirconia.
- Advanced ceramics are very stable.
- Highly biocompatible.





# History of Zirconia Products



Knives for  
Cutting Plastics



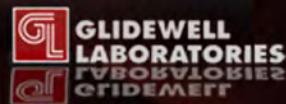
Hip Joint Implants



Fiber Optic  
Ferrules



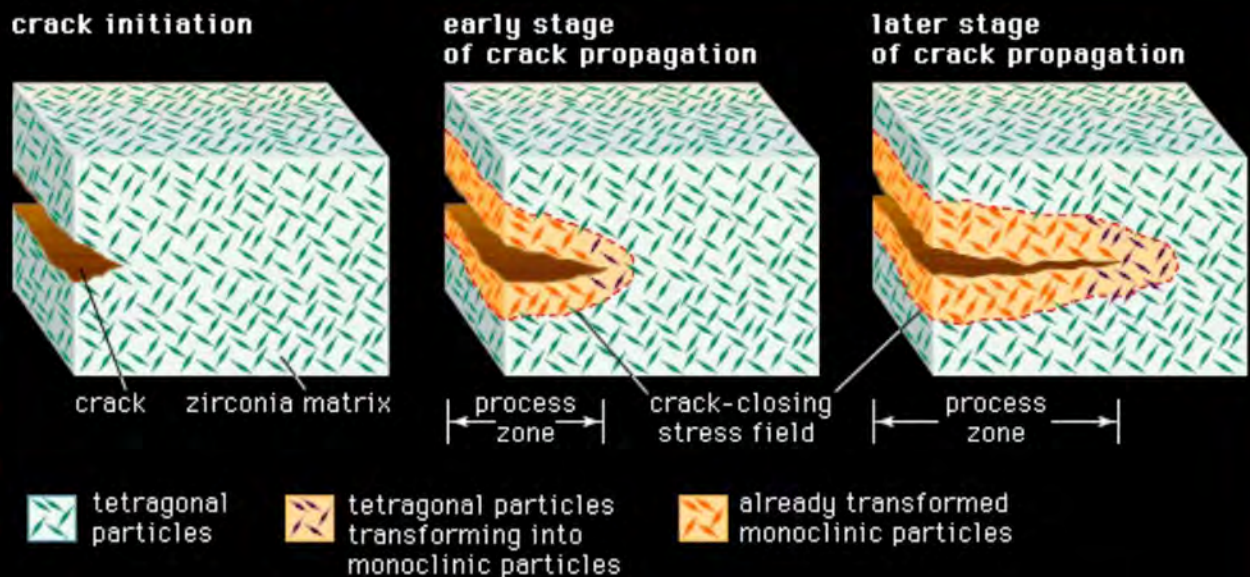
Wear Parts for Chemical Industry





# The Greatest Property

Stress energies from propagating cracks cause the transition from the metastable tetragonal to the stable monoclinic Zirconia. The energy used by this transformation is sufficient to slow or stop propagation of the cracks.

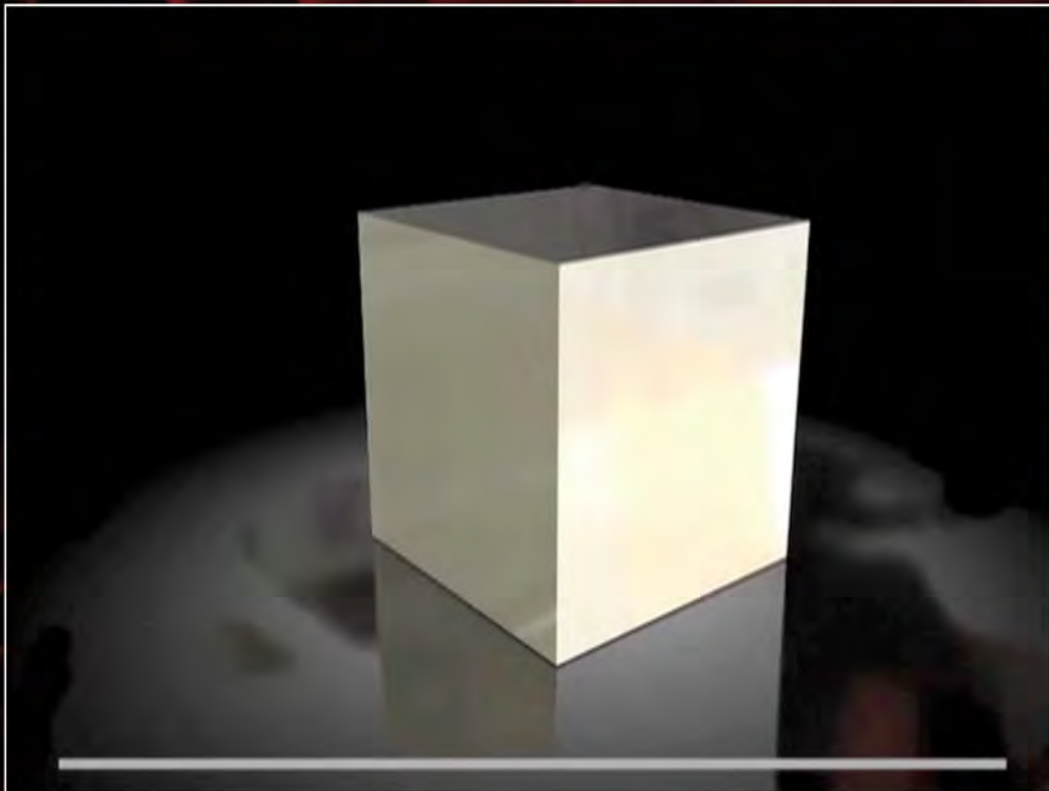


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# Fracture Toughness in PSZ: “Self-healing” Event



9





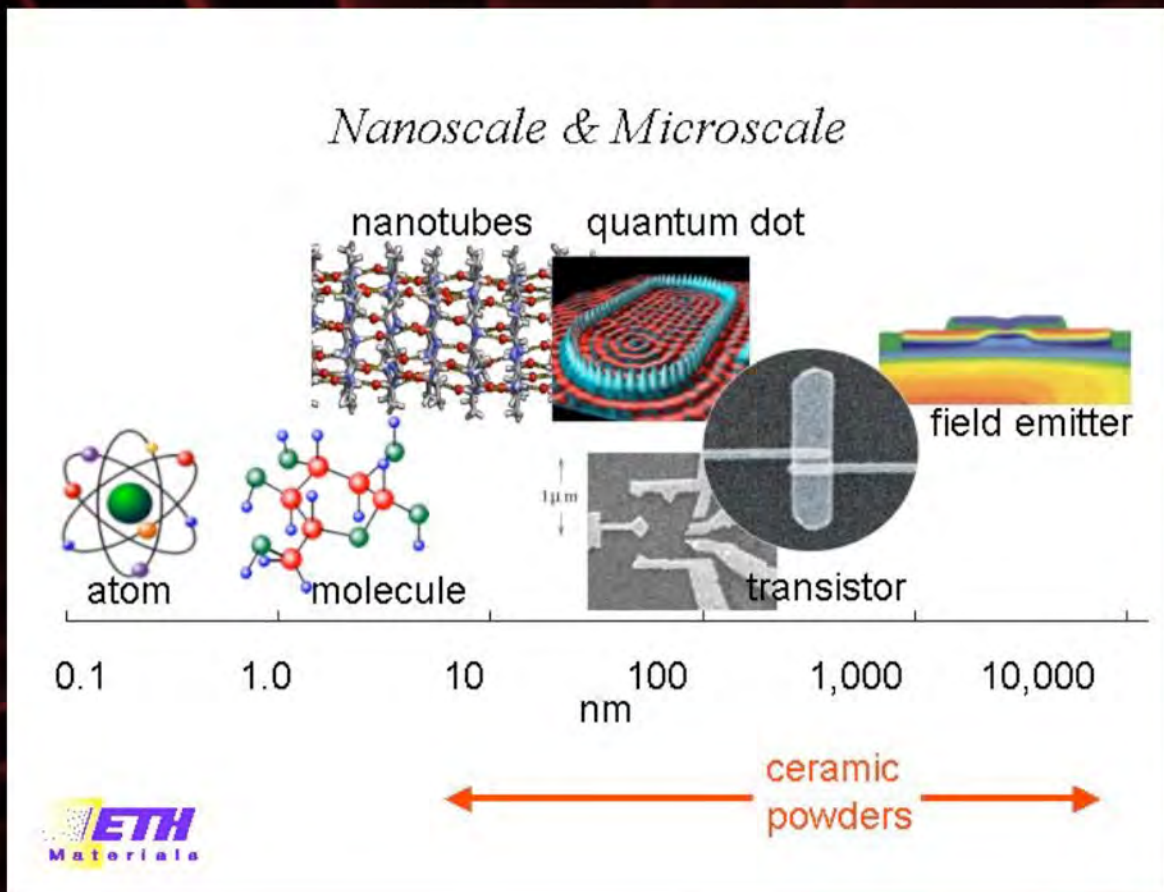
# BruxZir “More Brawn Than Beauty”

**BruxZir®**  
*Solid Zirconia*

**Hammer Test:**  
**BruxZir® vs PFM**



# Nano Technology Scale

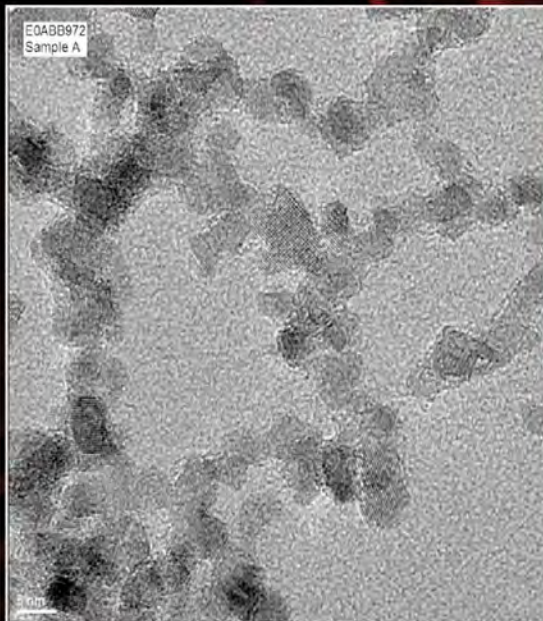




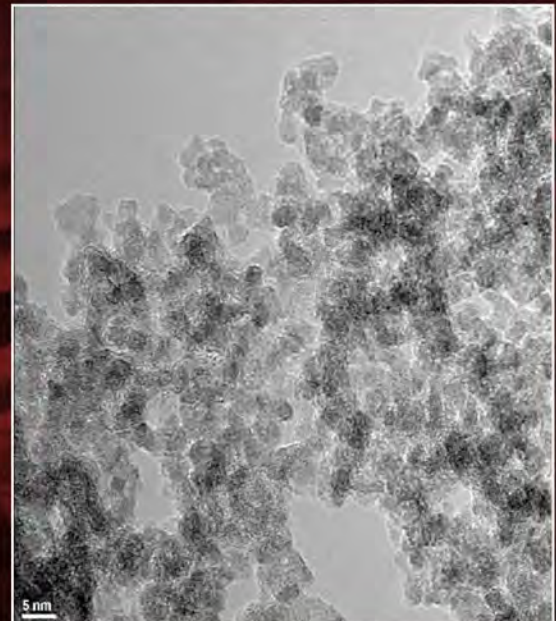
# NanoZirconia

## GL-nanocrystalline Zirconia

Nano zirconia strands attached.  
BEFORE



Nano particulates after attrition.  
AFTER



## What is the Difference Between BruxZir and Prismatic CZ?

	BruxZir	Prismatic CZ
Product Type	Full-Contour Restoration	Framework, 1 <sup>st</sup> Released ZrO <sub>2</sub>
Consolidation Process	Proprietary Colloidal Process	Isopressed Blocks
Flexural Strength	1328 MPa avg.	1265 MPa avg.
Translucency	Highest	Medium

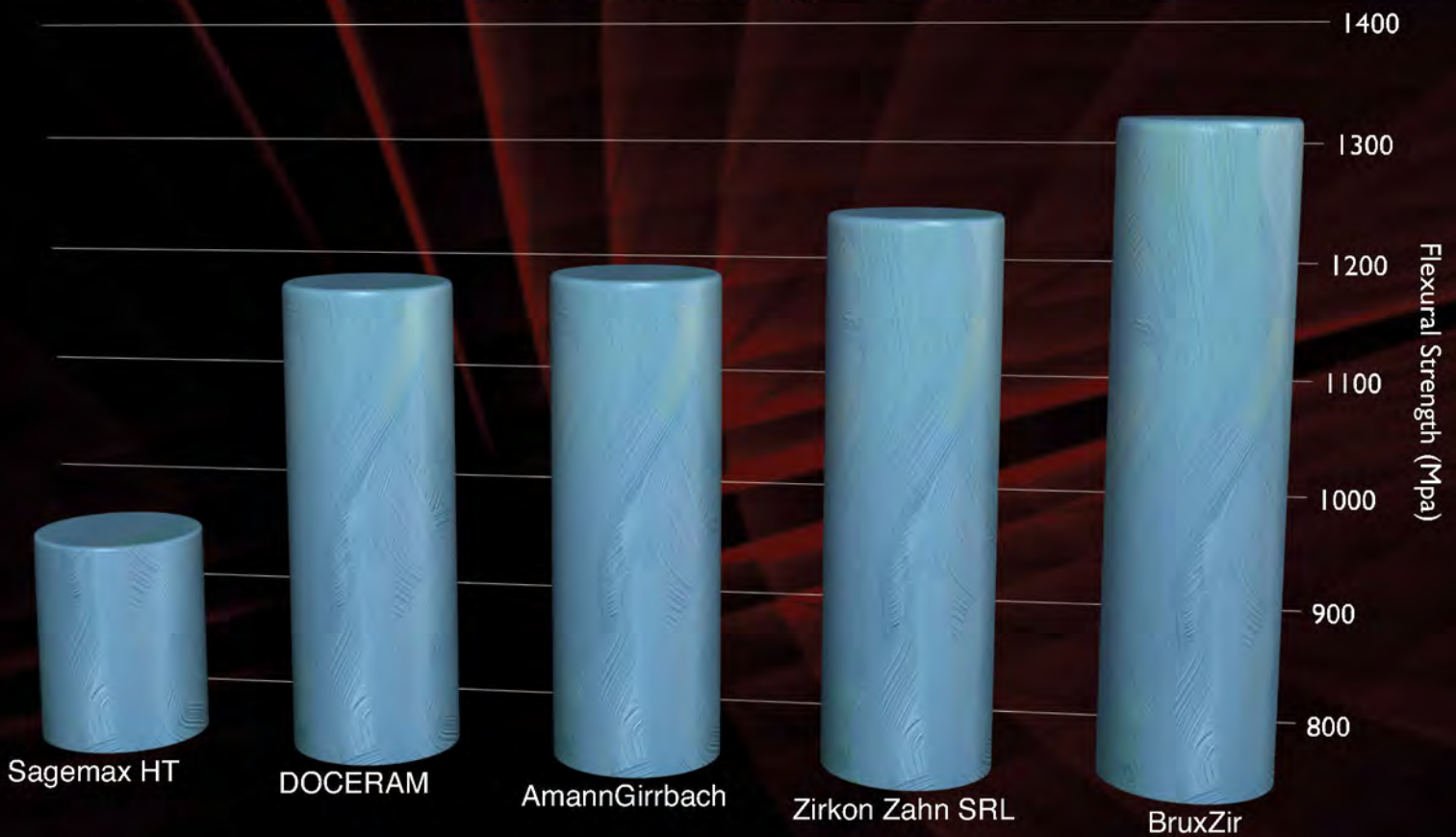


## Manufacturing Method's Are One-of-a-Kind

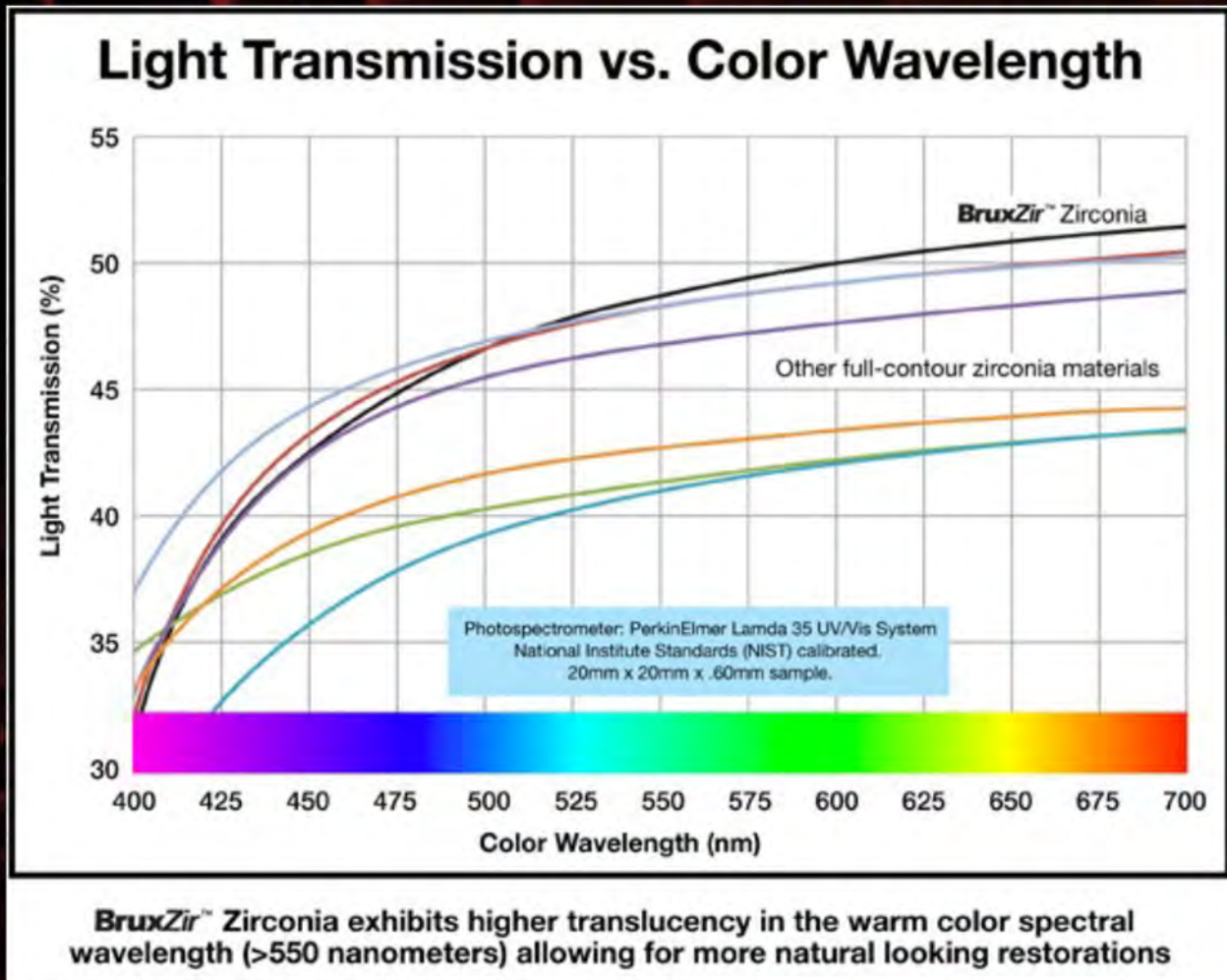
Process / Attribute	BruxZir	Sagemax HT	DOCERAM	AmannGirrbach	Zirkon Zahn SRL	Cercon
Method of Manufacturing	<b>Colloidal</b>	Isostatically/ Biaxial	Isostatically/ Biaxial	Isostatically/ Biaxial	Isostatically/ Biaxial	Isostatically/ Biaxial
Size Reduction Process	<b>Yes</b>	No	No	No	No	No
Grade of Powder Purity	<b>High</b>	Low	Low	Med	Med	Low
Liquid Additives for Dispersion & Deagglomeration	<b>Yes</b>	No	No	No	No	No
Bisque Density	<b>1.2225</b>	1.2405	1.2539	1.2414	1.2523	1.2822
Strength (1 - 6) 1 Highest	<b>1</b>	6	5	4	3	2
Translucency (1 - 6) 1 Highest	<b>1</b>	6	5	4	2	3

# Flexural Strength of Different Zirconia Materials

## Average Flexural Strength Distribution

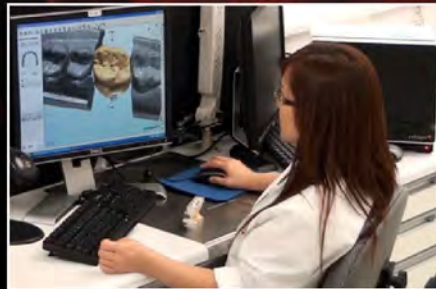
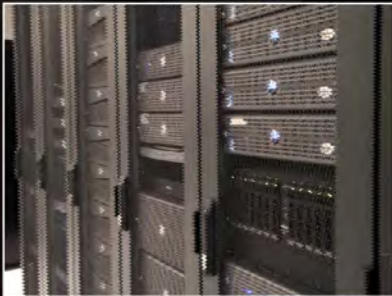


# Translucency of Various Grades of Zirconia





# Most Important Facts with CAD/CAM



**IT or DentalManager  
Infrastructure**

**Scan / Design**

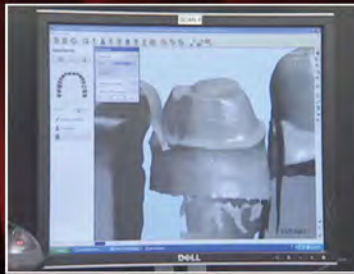
**Output or Milling**



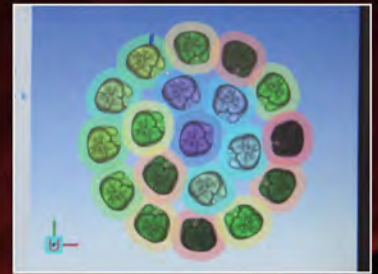
# What Does it Take Internally to Output These Digital Products?



**Scan Die**



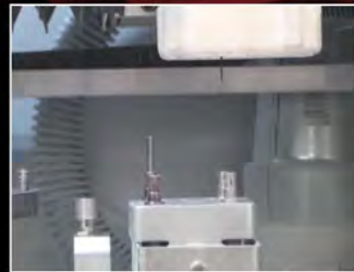
**Design**



**Print or Mill**



**Add Feedstock**



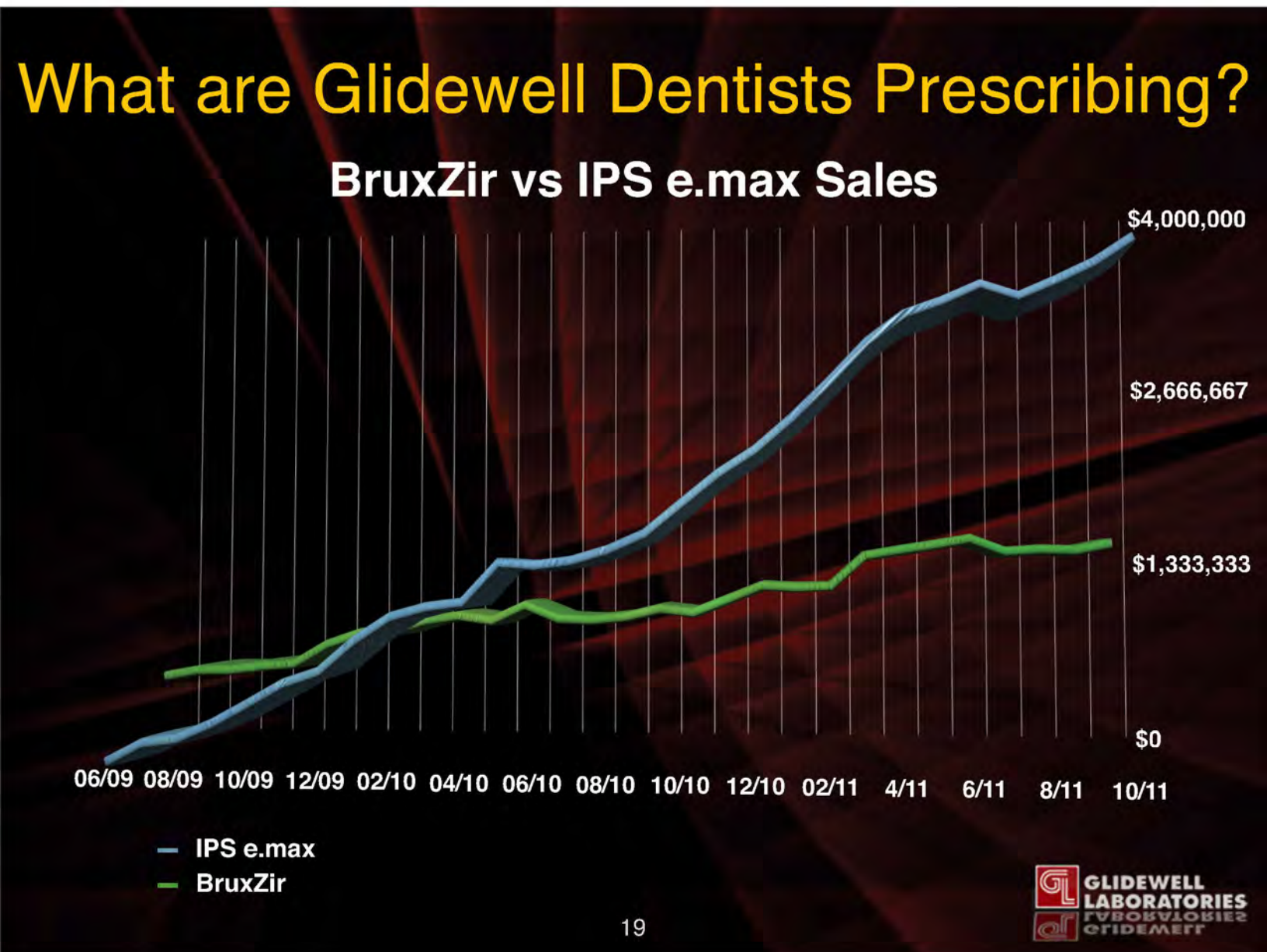
**Change Tools**



**Verify Output**









# What are Glidewell Dentists Prescribing?

## Glidewell Product Mix

	2007	2008	2009	2010	2011
<b>PFM</b>	<b>65.3%</b>	<b>62.5%</b>	<b>57.3%</b>	<b>44.9%</b>	<b>28.6%</b>
<b>All-Ceramic</b>	<b>23.9%</b>	<b>27.1%</b>	<b>33.4%</b>	<b>48.6%</b>	<b>66.9%</b>
<b>Full-Cast</b>	<b>8.0%</b>	<b>7.9%</b>	<b>7.4%</b>	<b>5.5%</b>	<b>3.5%</b>
<b>Composite</b>	<b>2.8%</b>	<b>2.5%</b>	<b>1.9%</b>	<b>1.4%</b>	<b>1.0%</b>

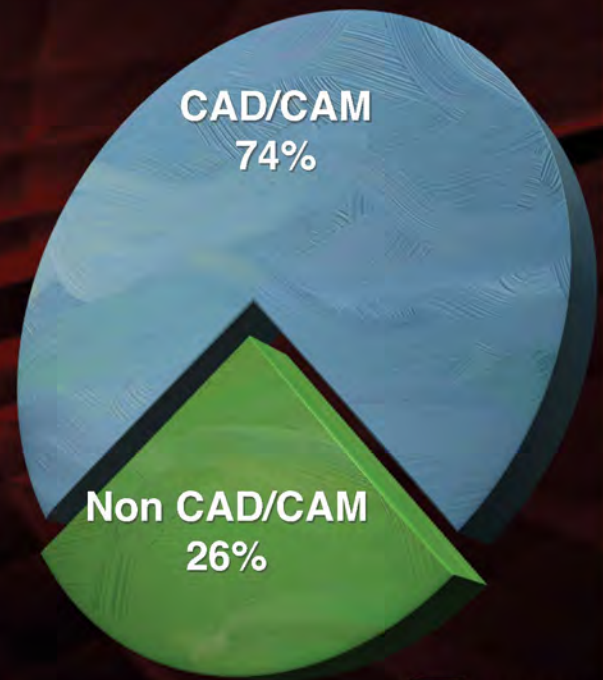
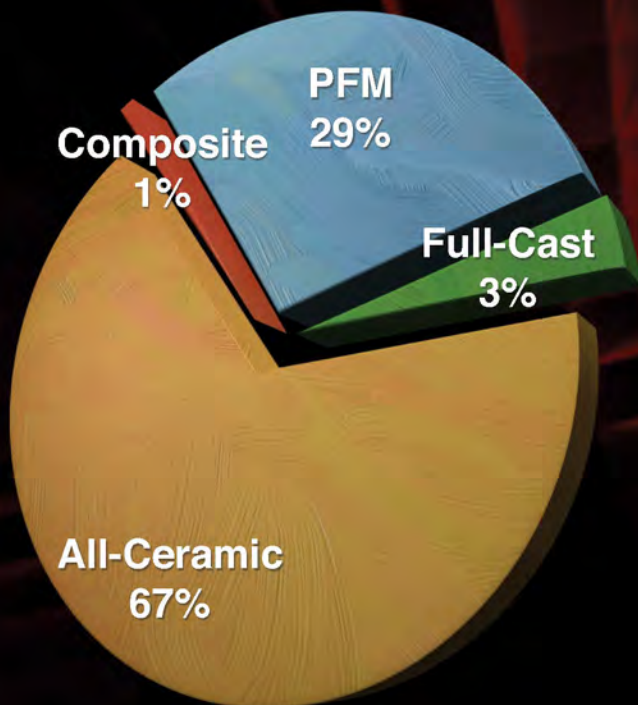
Data based on more than 4,000,000 restorative units.



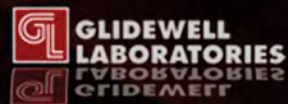
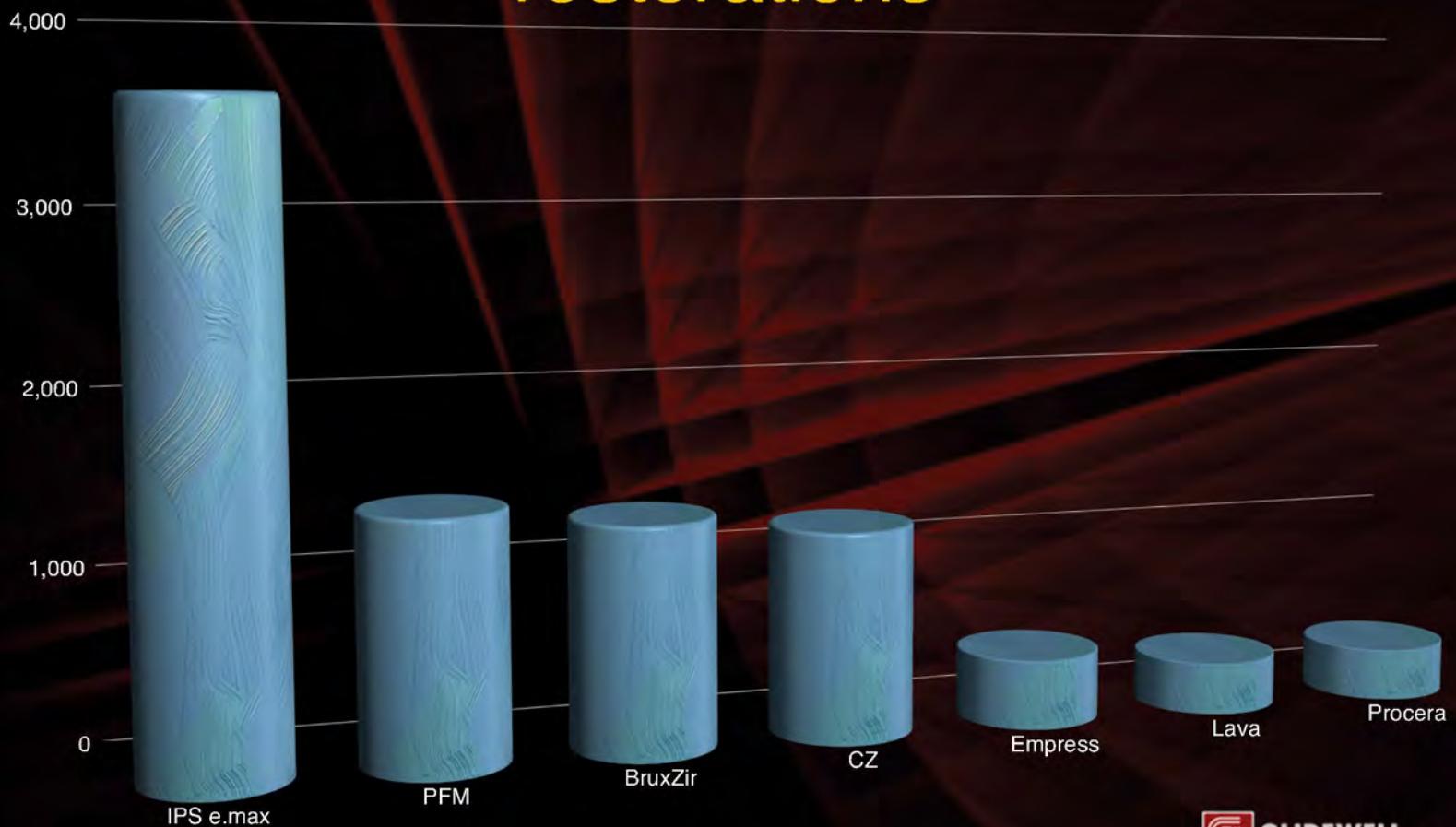
# What is Glidewell Labs Doing?

## Restorative Products

## CAD/CAM vs. Non CAD/CAM Units October 2011



## BruxZir is now 15% of our anterior restorations





# Monolithic: Fad or Here to Stay?

- Monolithic is being embraced not because it is more esthetic, but because it is what a machine can mill and has acceptable esthetics, therefore it costs less to manufacture.
- I argue that an e.max crown is better looking at the margins than almost any PFM that one can make.

**IPS e.max case**



**IPS e.max case**

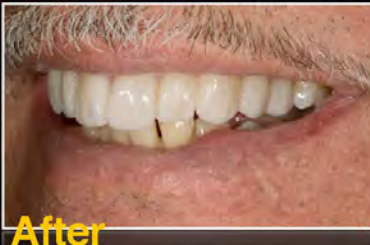


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23

## Monolithic: Fad or Here to Stay?

- The best porcelain labial margins can rival them, however, porcelain is still only about 100 MPa and that makes IPS e.max CAD about 3 ½ times stronger at 360 MPa.





## Monolithic: Fad or Here to Stay?

- The latest formulation of BruxZir provides “More Brawn and Improving than Beauty”.





# Monolithic: Fad or Here to Stay?

## BruxZir Block Manufacturing

- Unique patent pending process
- Provides improved light transmission and a lower more natural shade value
- Company-wide: 11,588 units last week



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## What's Next?

- Stronger monolithic materials will get better.
- Dentists using intraoral scanners and chairside mills with better results. Patients are clamoring for one visit appointments, this is now becoming viral, with every satisfied patient telling their friends about their new experience. Dental offices are taking notice.
- Offshore Labs are being less of a competitor as digital makes hand labor obsolete.





## What's Next?

- Create Nano Particle Zirconia
- Stronger and More Esthetic
- Higher Light Transmission



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## What's Next?



- Obsidian™ Lithium Silicate Ceramic
- Blocks for Milling 370 MPa Average Flexural Strength
- Ingots for Pressing 425 MPa Average Flexural Strength





# BruxZir System Brochure



## BruxZir®

Virtually Unbreakable Restorations



**Before**



**After**



**BruxZir® Solid Zirconia – Monolithic zirconia restorations for chip-proof durability**

BruxZir Solid Zirconia is a monolithic zirconia restoration with no porcelain overlay. Virtually chip-proof, BruxZir is indicated for crowns, bridges, inlays and onlays. More brawn that beauty, the unique zirconia composition of BruxZir makes it ideal for your dentists' bruxing patients who do not desire metal occlusal PFM's or full-cast restorations.

Designed and milled using CAD/CAM technology, BruxZir is sintered at 1,530 degrees Celsius for 6.5 hours. The final BruxZir crown or bridge emerges nearly "bulletproof" and is glazed to a smooth surface.

Glidewell Laboratories offers a variety of ways to incorporate BruxZir Solid Zirconia restorations into your laboratory. We can also provide BruxZir marketing support to help your lab gain new business, as well as customized lab-based BruxZir training and technical assistance. See reverse for details.

See reverse for BruxZir options

**888-303-3975**  
www.glidewell-dental.com

**GLIDEWELL DIRECT**  
CLINICAL AND LABORATORY PRODUCTS

## BruxZir® Lab Options

Incorporate BruxZir into your lab's list of available services. When you become an Authorized BruxZir Lab, we will help dentists find you by providing your contact information on our website and in future national print advertisement campaigns. To help promote this new product, we offer an array of marketing materials including patient and doctor BruxZir brochures.

- 1 Send model work**  
Send your master and model work with pinned, trimmed dies and a bite registration. Then choose between staining and glazing BruxZir restorations at your lab for \$80/unit (4 working days) or to receive finished BruxZir restorations for \$99/unit (5 working days).
- 2 Send 3Shape design file**  
Labs that own a 3Shape Dental System (with 2010 DentalDesigner™ software) can send their 3Shape design file to Glidewell Laboratories. We mill the restoration – you color, sinter, stain and glaze. Requires 3 working days at \$78/unit. Outsource a finished crown in 4 working days for \$98/unit.
- 3 Acquire a 3Shape Scanner**  
To save \$20 per unit, purchase the 3Shape Dental System, which includes your choice of 3Shape scanner and 2010 DentalDesigner software. Use the scanner, available for purchase through Glidewell Direct, to send digital files. Included in the scanner price is a two- or three-day hands-on training workshop for two individuals at our 3Shape Certified Training Center in Newport Beach, Calif. Call 888-303-3975 for special pricing.

**Become an Authorized BruxZir Lab:**

- 4 Buy BruxZir Milling Blanks**  
If you own a milling system that accepts 96 mm diameter blocks, purchase the special BruxZir high translucent zirconia blanks. They are available in the following thicknesses: 12 mm for \$176/blank, 15 mm for \$225/blank, 20 mm for \$365/blank or 25 mm for \$349/blank.
- 5 Purchase the BruxZir Milling System**  
For the latest in CAD/CAM technology, purchase the BruxZir Milling System from Glidewell Direct, complete with an open system for easy, continuous integration of new developments. Lower your per-unit cost with this advanced dental system that includes a 3Shape scanner, DentalDesigner software, Delcam DentalMill CAM System and BruxZir Milling Machine. Purchase of the complete BruxZir Milling System also includes final on-site installation of the system and a two-day training with the mill at your facility. Call 888-303-3975 for pricing.

**GLIDEWELL LABORATORIES**  
CLINICAL AND LABORATORY PRODUCTS

# Authorized Lab Support

[www.bruxzir.com](http://www.bruxzir.com) website, Dentist and Patient Brochures



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**GLIDEWELL**  
LABORATORIES  
OF IDEMTE



# Authorized Lab Support

Monthly Journal Ads and quarterly Direct Mailer to 125,000 drs

**Scientific Validation**

BruxZir dental crowns contain a unique composite resin that is highly resistant to wear and tear. This makes them an ideal choice for patients who grind their teeth at night. The composite resin is also highly resistant to staining, so your smile will stay bright and beautiful for years to come.

**Wear Compatibility**

BruxZir dental crowns are made from a composite resin that is highly resistant to wear and tear. This makes them an ideal choice for patients who grind their teeth at night. The composite resin is also highly resistant to staining, so your smile will stay bright and beautiful for years to come.

**Authorized BruxZir Laboratories**

LABORATORY	CITY	STATE	PHONE
Atlanta Dental Lab	Atlanta	GA	404-525-1172
Baltimore Dental Lab	Baltimore	MD	410-528-1172
Boston Dental Lab	Boston	MA	617-552-1172
BruxZir Dental Lab	BruxZir	CA	916-528-1172
Chicago Dental Lab	Chicago	IL	312-552-1172
Dallas Dental Lab	Dallas	TX	214-552-1172
Denver Dental Lab	Denver	CO	303-552-1172
Detroit Dental Lab	Detroit	MI	313-552-1172
Houston Dental Lab	Houston	TX	281-552-1172
Los Angeles Dental Lab	Los Angeles	CA	213-552-1172
Memphis Dental Lab	Memphis	TN	901-552-1172
Minneapolis Dental Lab	Minneapolis	MN	612-552-1172
Miami Dental Lab	Miami	FL	305-552-1172
Mobile Dental Lab	Mobile	AL	251-552-1172
New York Dental Lab	New York	NY	212-552-1172
Oakland Dental Lab	Oakland	CA	916-552-1172
Orlando Dental Lab	Orlando	FL	407-552-1172
Philadelphia Dental Lab	Philadelphia	PA	215-552-1172
Pittsburgh Dental Lab	Pittsburgh	PA	412-552-1172
Portland Dental Lab	Portland	OR	503-552-1172
Raleigh Dental Lab	Raleigh	NC	919-552-1172
San Antonio Dental Lab	San Antonio	TX	214-552-1172
San Diego Dental Lab	San Diego	CA	619-552-1172
San Francisco Dental Lab	San Francisco	CA	415-552-1172
Seattle Dental Lab	Seattle	WA	206-552-1172
St. Louis Dental Lab	St. Louis	MO	314-552-1172
Tampa Dental Lab	Tampa	FL	813-552-1172
Wash. DC Dental Lab	Washington, DC	DC	202-552-1172
Wichita Dental Lab	Wichita	KS	316-552-1172
Winnipeg Dental Lab	Winnipeg	MB	204-552-1172
Yonkers Dental Lab	Yonkers	NY	914-552-1172

**Which teeth are BruxZir crowns?**

See inside for answer and a list of Authorized BruxZir Laboratories

**TOP 100**

**Authorized BruxZir Laboratory**

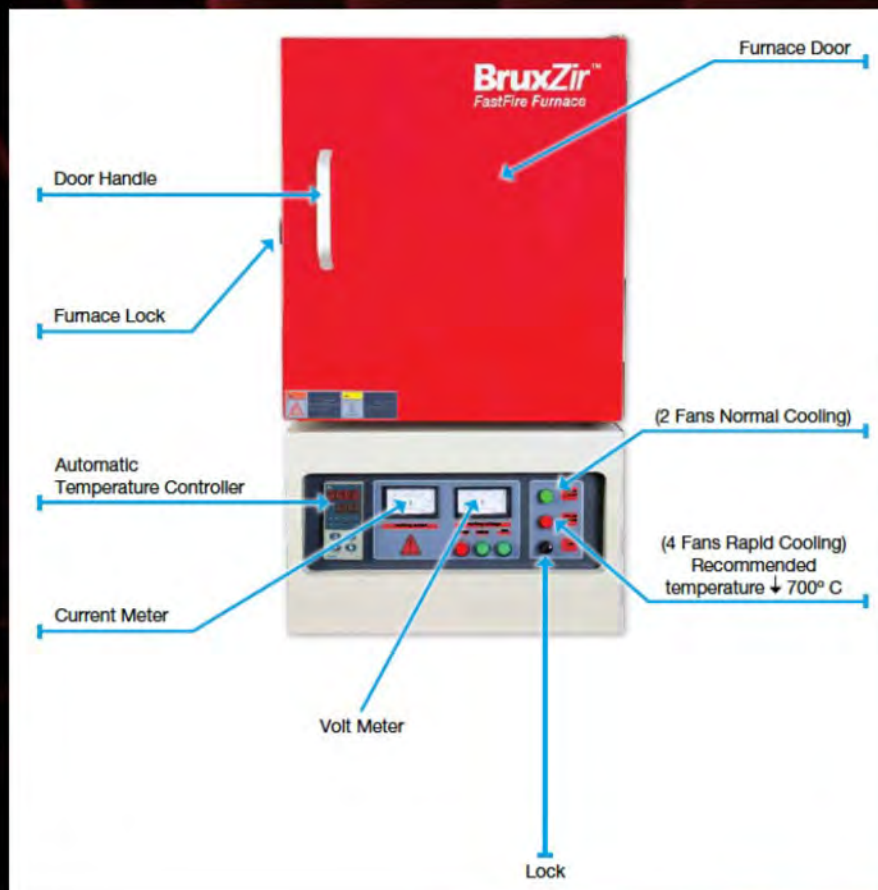
**SAVE \$10/unit** with enclosed Rx

**GLIDEWELL LABORATORIES**

**GLIDEWELL**

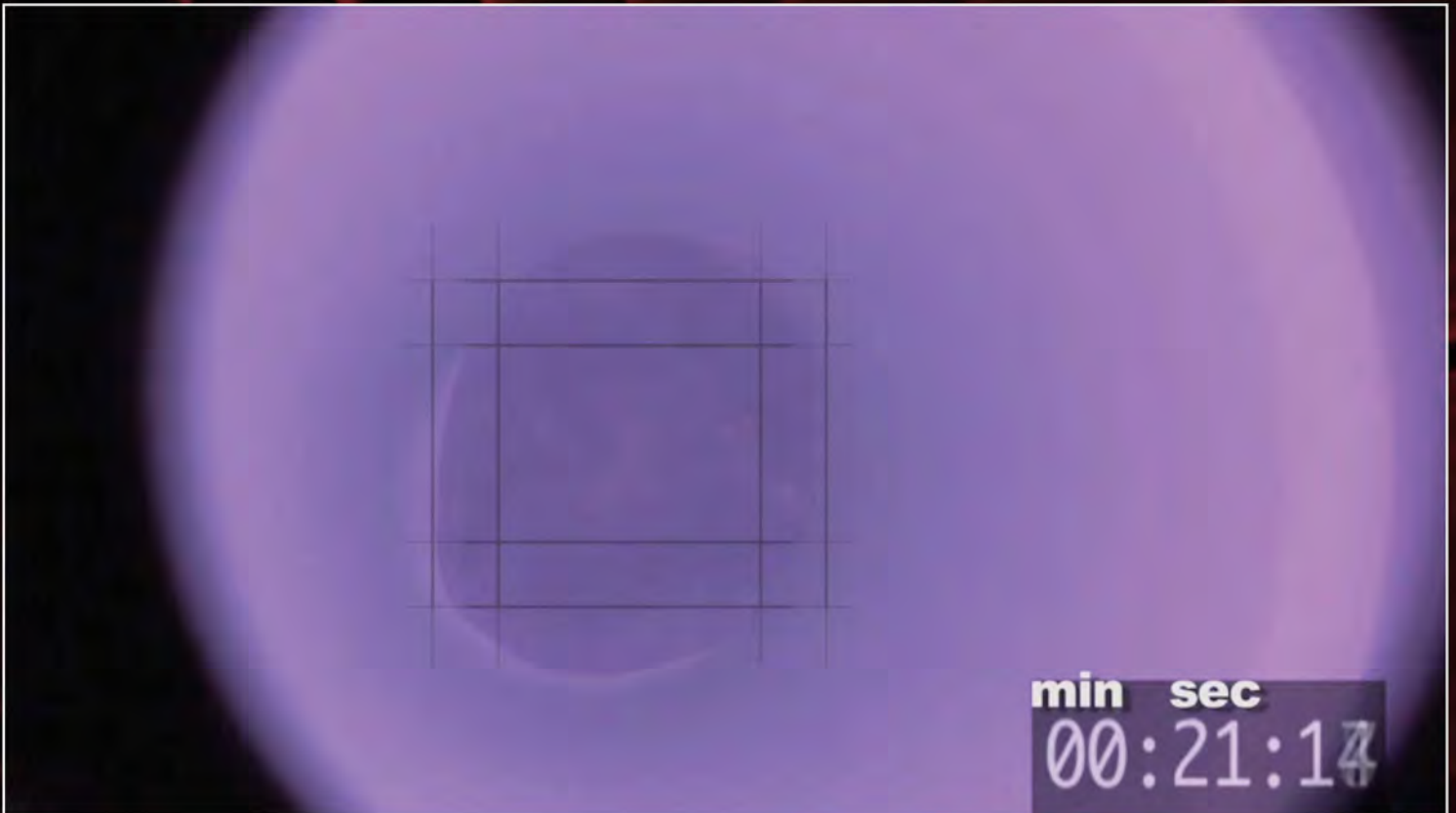
# BruxZir FastFire Sintering Oven

\$6,900 5 hour Sinter Fully Programmable





# BruxZir LightSpeed Sintering Oven



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# Why do Labs choose BruxZir Solid Zirconia?



*Thank you for attending our  
presentation!*